



The City of San Diego



CUSTOMER SERVICES DEPARTMENT  
1200 THIRD AVE., SUITE 1300, SAN DIEGO 92101

## 2007 Customer Service Summit Recommendations and Updates

The 300 participants voted on 47 recommendations. Some projects overlapped, and the 47 were consolidated into 28 recommendations. Of those 28, twelve recommendations are being shepherded by the Customer Services Department. The Customer Services Department is involved in four as a catalyst, ten have been discussed and referred to other departments to take the lead, and two continue to be analyzed.

The twelve recommendations shepherded by the Customer Services Department are listed below along with the current status.

### 1. Create a customer "Bill of Rights".

9/07 Update: An update on this project will be given at the September Customer Service Liaison Network meeting on Monday, September 10. At that time, outstanding "to do" items will be identified, and a date for final submittal will be set. The date for the final draft to be submitted to Executive Management was set for September 30, 2007.

### 2. Train and empower employees.

9/07: The four part Blanchard Legendary Service® series pilot was held within the Customer Service Department, and was very well received. The Citywide presentation of the program will be on September 17, with the first open sessions already scheduled for October.

### 3. Launch a media campaign featuring individual City employees doing good work/deeds.

9/07 Update: The first of several videos created by the San Diego Metropolitan Credit Union (SDMCU) continues to be aired on NBC and Channel 24. Several additional staff have been selected for interview and possible taping. The SDMCU plans to tape 4-5 segments for air over the coming fiscal year. Candidates were selected from the pool of approximately 100 recipients of the 2006 Annual Outstanding Customer Service Employee Award.

### 4. Establish a desk for concerns or complaints, "call 24 hours".

9/07 Update: This project will be rolled into the City's efforts to establish a call center or 311 service, which is dependant on other technologies, and is currently scheduled to be revisited in approximately one year. This will be the last monthly update on this item until status changes at that time. Currently, customers may contact 619-236-5555 for information, requests or concerns, Monday-Friday, 8:00-5:00.

### 5. Customer Service Surveys.

9/07 Update: The results of the March 2007 Citywide Customer Satisfaction Survey are available online. 4,597 completed Citywide front counter Customer Satisfaction Surveys were returned. The next survey will occur in December 2007 (every nine months). This item is now considered completed. No further monthly updates will be given.



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**6. Involve employees in providing information to management and in generating the vision. Foster partnership employees, line staff, citizens and management.**

**9/07 Update:** Ken Blanchard Customer-Focused Culture sessions will be offered beginning October 2007 to all City employees. The four sessions were designed to include modules on each of these topics. This item is now considered completed. No further monthly updates will be given.

**7. Incentivize good employees, fun days, citywide reward & recognition program, reward good performance and everyday behaviors, increase responsibilities of managers to deal with low performers and eliminate slackers. Promote from within.**

**9/07 Update:** The Citywide Rewards and Recognition Committee met August 22. As of September 11, there is a draft report on the finding and recommendations that will be circulated to the Committee for review and comment. The Committee will submit a report on creative ways to reward employees that do not require great expenditures of funds. This report will be submitted by September 30, 2007.

**8. Department Performance Measures.**

**7/07 Update:** Complete.

**9. Employee Recognition.**

**9/07 Update:** Updating the Rewards and Recognition Training is part of the task of the Rewards and Recognition Committee (see above). In addition, the Annual Citywide Outstanding Customer Service Event is scheduled for October 5, 2007.

**10. Improve website.**

**9/07 Update:** Updates continue to be added to both web sites, as new information is created. Many new items have been added to the internal site in the last month, including: Tip of the Month, Customer Services Scavenger Hunt game, two supervisors' tip sheets, and one instructional sheet on using the City's phone system.

**11. Improve city phone system.**

**9/07 Update:** Demonstrations and interviews for vendor proposals have been completed. San Diego Data Processing is leading the RFP process. There are several steps left to complete, and report on the new Citywide phone system solution will be recommended. In addition, the Customer Services Department has added a general Department phone number, 619-236-6462.

**12. Support the volunteerism program.**

**9/07 Update:** There is not currently a full time volunteer coordinator with the City of San Diego. Some departments have coordinators, and some do not. Citywide duties are overseen part time within the Customer Services Department. There are no plans at this time to enhance the activities of this effort over and above the current status.